

The Strategies of Sekar Jagad Pub and Karaoke to Improve The Number of Guests



FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in The English
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MOTTO

Dead is easy and peaceful, life is hard
(STEPHANI MEYER, TWILIGHT)

You can't lose what you never had
(westlife)

Childhood is not from birth to a certain age
and at a certain age
The child is grown, and puts away childish
things.
Childhood is the kingdom where nobody dies.
Edna St.
(Vincent Millay)

DEDICATION

I dedicate this final report to:

- ❖ *My beloved and precious father
and mother*
- ❖ *My beloved sisters*
- ❖ *All my precious people in my life*
- ❖ *Me, myself, and I*

PREFACE

Alhamdulillah rabbi'l'alam, finally the writer is able to finish this final project report. The writer would like to say thank you to God for the blessing and guiding during finishing this final project report.

The writer also wants to thank you for all the people who have given me supports, motivations, and helps to finish this final project report entitle “*The Strategies of Sekar Jagad Pub and Karaoke to Improve The Number of Guests*”. This final project report is written to fulfill the requirement in obtaining degree in English Diploma Program, Faculty of Letters and Fine Arts Sebelas Maret University Surakarta.

Through this final project report, the writer hopes that the readers get some general information about Sekar Jagad Pub and Karaoke at Sahid Jaya Hotel Solo. The writer also hopes that this final project report will be beneficial for anyone.

The writer realizes that this report is still imperfect. Therefore, all criticism and suggestion are kindly accepted to the improvement of this report.

The Writer

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6. Mr. Fifin Arifin as the General Manager of Sahid Jaya Hotel Solo, who has given to me an opportunity to do job training.
7. My supervisor at Sekar Jagad Pub and Karaoke, Mr. Fajar Laksono, thank you for the guidance and patience in teaching me during the job training.
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ABSTRACT

Arum Sekaringtyas. 2009. The Strategies of Sekar Jagad Pub and Karaoke to Improve The Number of Guests. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

Hotel is one of the important elements in tourism industry. A hotel has many departments for its operational activities, one of them is Food and Beverage Department. This final project report discusses about the strategies of Sekar Jagad Pub and Karaoke to improve the number of guests, duties and responsibilities of its waiter and waitress based on the writer's experience in doing the job training for three months in Sekar Jagad Pub and Karaoke.

The waiter and waitress at Sekar Jagad Pub and Karaoke have to obey the duties and responsibilities. These duties are divided into three parts, such as the preparation before opening the bar, during the bar opened, and after the bar closed. The waiter and waitress also has responsibilities in having good appearance and good personality. They also have to know the way to speak and handle the guests. Sekar Jagad Pub and Karaoke have four strategies to improve the number of guests. They are improving the entertainment programs, adding new facilities, making new beverage menus, and developing waiter and waitress manner.

Hopefully this final project report will be beneficial for the hotel to improve the number of the guests and increase their quality service. For the readers, hopefully this final project report is beneficial to enrich their knowledge about Food and Beverage Department and Bar.

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Chapter I

INTRODUCTION

A. Background

Nowadays, tourism industry is the largest and fastest growing industry in the world. In Indonesia, tourism sectors give large contribution to economic development of the country. One of the most important things in the tourism industry is Hotel. As one of tourism sectors, hotel must be able to give good service to satisfy their guests.

Food and Beverages Department is a part of hotel that has important role. Food and Beverage Department is a department that manages food and drink needed by the guest. Food and Beverages Department has four divisions to handle food and drink service. As the second biggest income for the hotel, Food and Beverages Department gives major contribution to the hotel. Therefore, clean service, quick service and orderly service always come first for the crew in this department.

Waiters and waitress are the crews who work in this department. Their jobs are serving food and beverages to the guests. They have vital job related to the guests directly. They should have orderly appearance, should be respectful and friendly.

This report explores the duties and responsibilities, and the strategies of Sekar Jagad Pub and Karaoke to improve the number of guests in order to support the business activities of Sahid Jaya Hotel Solo.

B. Problem Statement

According to the explanation above the report is written to answer the following questions:

1. What are the duties and responsibilities of waiters of Sekar Jagad Pub and Karaoke of Sahid Jaya Hotel Solo?
2. What are the strategies of Sekar Jagad Pub and Karaoke of Sahid Jaya Hotel Solo to improve the number of guests?

C. Objectives

The objectives of the report are:

1. To describe the duties and responsibilities of waiters in Sekar Jagad Pub and Karaoke of Sahid Jaya Hotel Solo
2. To explain the strategies of Sekar Jagad Pub and Karaoke of Sahid Jaya Hotel Solo to improve the number of guests.

D. Benefits

The writer expects that this final project will give benefits to the student, the university and to the hotel

1. To the student

This final project can be a reference for the students in report writing.

The students who choose hotel majority can understand the job description in hotel.

2. To the university

As an input to increase the student's quality. In addition, to create professional worker in the real job.

- 3 To the hotel

This report can give information about Sahid Jaya Hotel Solo in order to help the promotion.

Chapter II

LITERATURE REVIEW

A. Hotel

1. General Definition about Hotel

Today hotel is not just a place to stay when we are away from home but it is a tourism attraction, too. Hotel, is more like one stop entertainment. Many facilities offered to the guests become more complex, specific and they are also provided with good services.

There are some definitions about hotel. According to the Decree of Minister of Tourism, Post and Telecommunication Number KM 34/HK 103/MPPT -87 hotel is "...Hotel is a kind of accommodation that uses partial or whole building to provide service, food and beverages, and also other services for public that is commercially organized and fulfill the requirements determined in the government policies." (Endar Sugiarto and Sri Sulartiningrum 1999:9) According to Lattin and Thomas, hotel is a building or institution providing lodging, meal and services for public (Lattin and Thomas, 1997:48).

According to the definitions above, the writer concludes that hotel is a building that provides room rental to the people when they are traveling. On the other hand hotel also becomes an entertainment centre.

2. Hotel Classification

a. The Number of Rooms

There are five types of hotel based on the number of rooms :

- 1) One- star hotel has at least 15 rooms with inner bathroom. The size of the room is about 20m².
- 2) Two- star hotel has at least 20 rooms, with inner bathroom. The room size is about 22m². Two-star hotel has 1-suite room and the size of room is about 44m².

- 3) Three-star hotel has at least 30 rooms with inner bathroom. The size of the room is about 24m². Three-star hotel has 2-suite rooms and the size of the room is about 48m².
- 4) Four-star hotel has at least 50 rooms with inner bathroom. The size of room is about 24m². This hotel has 3-suite room and the size of rooms is about 48m².
- 5) Five- star hotel has at least 100 rooms with inner bathroom. The size of room is about 26m². This hotel has 4-suite rooms and the size of room is about 52m².

Sahid Jaya Hotel Solo is classified as a five-star hotel with 140 rooms and suites (consisting of 96 superior rooms, 20 deluxe rooms, 23 executive suites and 1 presidential suite room)

b. Hotel Location

Based on the location, hotel can be classified into five types, i.e. Resort, City hotel, Suburb hotel, Urban hotel and Airport hotel. Resort hotel is usually located near or at the natural recreational areas and can be divided into five resorts:

- 1) Mountain hotel (located in mountain area)
- 2) Beach hotel (located in shore)
- 3) Lake hotel (located in lake side)
- 4) Hill hotel (located in range of hill area)
- 5) Forest hotel (located in protected forest)

c. Hotel Plan Usage and Selling Power

Based on the service, there are five types of hotel. There are :

1) European Plan

It is a hotel rate that includes accommodation only without meals.

2) American Plan

It is a hotel rate that includes accommodation and three time meals (breakfast, lunch, and dinner).

3) Modified American Plan

It is a hotel rate that includes accommodation and two time meals (breakfast/lunch, and dinner).

4) Continental Plan

It is a hotel rate that includes accommodation and Continental breakfast.

5) Bermuda Plan

It is a hotel rate that includes accommodation and American breakfast.

B. Food and Beverage Department

1. Definition of Food and Beverage Department

Food and Beverage Department is one of the departments in Sahid Jaya Hotel Solo. Food and Beverage Department provides food and drink to the guests, not only the guests who stay in the hotel room but also for public.

2. Divisions of Food and Beverage Department

Food and Beverage Department has two divisions, each has their duties and responsibilities. They are:

a. Food and Beverage Service Division

Food and Beverage Service Division is a division which is managed to serve food and beverage. Hotel facilities which are included in Food and Beverage Service Division are restaurant, bar, coffee shop, room service, banquet and pool bar.

b. Food and Beverage Product Division

Food and Beverage Product Division is a division which is managed to cook and prepare food and beverage before being served. Hotel facilities which are included in Food and Beverage Product Division are kitchen and pastry.

C. Bar Definition

1. Definition of Bar

Bar history started in 1825 in Boston, East America. Samuel Coles was the pioneer. He started by opening small place that serves drink. Gradually some similar places were built in other areas and they became bar.

The name of bar itself comes from the word 'Barrier' which means a counter made of strong wood, with long table shape, and it is used for separating the Bartender (drink seller) from the guests and functions as a showcase for displaying beverages.

Nowadays bar counter is not always made of wood but also made of many kinds of materials, such as marbles with different designs and color.

Bar is a place for commercial business where the people crowd around while sitting relaxed and enjoying the music and drinking, especially alcoholic beverage (Lumanauw 1995:1). Another source said that bar is a room or establishment where alcoholic drinks are served (www.dictionary.die.net).

For the writer bar is a place to hang out with our friends or family while drinking and enjoying the atmosphere and music. Bar service is not very formal so it makes the guests feel the comfort and feel at home.

2. Kinds of Bar

Bar can stand by itself or as a part of hotel, restaurant, cruise ship, and club. Each bar provides different facilities depending on the bar itself. There are several types of bar. They are :

a. Public Bar (PUB)

Public bar or pub is a bar, which is opened for public. Public bar/ PUB can be classified based on the facilities and guest need, such as:

1) Night Club and Bar (Discotheque)

It is a place where the guests can entertain themselves while drinking and dancing together with the music accompaniment. It is usually open at night and close until late at night.

2) Café

Café is an independent bar, usually opened at day and sells not only beverages but also food especially European food, Café is the development of public bar.

3) Snack Bar

It is a bar which sells many kinds of snack and drink, like coffee shop.

4) Cocktail Bar

It is a place where the guests can relax while listening to live music and the services are usually formal.

5) Karaoke Bar

Karaoke Bar is a bar which is provided with karaoke equipments such as large screen, laser disk, videocassette, and more, as music facilities.

6) Piano Bar

It is a room where the guests sit relax and enjoy live piano performance while eating or drinking.

Sekar Jagad Pub and Karaoke is classified as a karaoke bar, because it has all karaoke equipments with two big screens and a solo organ with some lady singers.

b. A service Bar / Dispense Bar

A service bar is usually provided in cruise ship and hotel. It is located in food and beverage area. They provide and serve drinks to cabin or other outlets. To order drink, the guests can call the room service waiter, or bar waiter. The guest should not contact face to face with bartender/ bar staff. In front of the bar, there is no bar tools set up.

D. Beverage

1. Definition of Beverage

Beverage or drink, is a liquid specifically prepared for human consumption. In addition to basic needs, beverage is part of the human culture society. But, the word beverage has been recurrently defined as not referring to water.

2. Kinds of Beverage

a. Alcoholic Beverage

Alcoholic beverages have been part of human culture and development for 8000 years. Alcoholic beverage is a drink containing *ETHANOL* commonly known as alcohol, although in chemistry the definition of an alcohol includes many other compounds.

Alcoholic beverage is usually made of grain, herb, and fruit fermentation. There are many kinds of alcoholic beverage. They are:

- 1) Brandy
- 2) Whisky
- 3) Gin
- 4) Beer
- 5) Liqueur
- 6) Spirit
- 7) Wine

b. Non- Alcoholic Beverage

Non-alcoholic beverages are drinks that do not contain *ETHANOL* or alcohol inside. Usually they are made or come from natural sources and contain several minerals that are needed by our body. Non-alcoholic beverage is more common than alcoholic beverage because it has many minerals that our body

need. People especially in Indonesia and other Moslem countries are not allowed to drink alcohol.

Non-alcoholic beverage has three main functions, i.e. stimulating, refreshing, and nourishing.

1) Stimulating

Stimulating mean that non- alcoholic beverage can be a stimulus because usually it taste little bit sour.

Example: coffee, tea, etc

2) Refreshing

Refreshing mean that non-alcoholic beverage can quench the thirst and refresh our body.

Example: mineral water, coke, soda, etc

3) Nourishing

Nourishing mean that non-alcoholic beverage can nourish our body with many vitamins that contain inside of it.

Example: juice, milk

Based on the types, non-alcoholic beverages are classified into six groups.

They are:

- 1) Natural Mineral Water
- 2) Artificial Mineral Water
- 3) Fruit Juice / Vegetable Juice
- 4) Squash
- 5) Syrup
- 6) Hot Drink

Chapter III

DISCUSSION

E. General Description of Sahid Jaya Solo Hotel

1. The History of Sahid Jaya Solo Hotel

Sahid Jaya Hotel Solo is the pioneer of all Sahid Hotel network in Indonesia. This company is owned by Mr. Sukamdani Sahid Gitosardjono. At the first establishment, this company runs its business in printing and publishing field named PT. SAHID &CO, and authorized on January, 13th 1960. After several years, they established CV. MASYARAKAT BARU which also played its business in printing and publishing as well. Then it changed into PT. TEMA BARU in October, 7th 1963.

As a printing and publishing businessman, Sukamdani S. Gitosardjono traveled around Indonesia oftenly. From that he got an idea to establish a new business, focusing in hotel and accommodation. Then, on July 8th 1965 he built his first hotel in Solo named Sahid Solo Hotel. Sahid Solo Hotel is the first member of Sahid Group Hotel Indonesia. He got the name of Sahid from his father's name, Mr. Sahid Gitosardjono. Thus, he is the founder of SAHID GROUPS and hold the position of General Manager at that time. At the first authorization, Sahid Hotel has 26 rooms in three-story building, build upon 3000m² of hotel floor area.

The facilities were renovated from 1993- 1995 to increase the quality both services and facilities. In 1995 it was renovated and became Sahid Raya Hotel Solo and was categorized as a four star hotel. The renovation included room number acquisition with various kinds of room types. They built several facilities for the guests. It had 140 rooms and upgraded other supporting facilities, so that the guests are interested in staying in the hotel.

Then, in June 2007 Sahid Raya Hotel Solo becoming five- star hotel and changed its name into Sahid Jaya Hotel Solo.

2. The Facilities of Sahid Jaya Solo Hotel

a. Rooms

As a five star hotel, Sahid Jaya Hotel Solo serves many kinds of facilities in order to provide the best service to the guests. The hotel consists of eleven floors with 140 rooms. Like other hotels, Sahid Jaya Hotel Solo also has different room rates. There are four types of rooms and rates as follows :

ROOM TYPE	NUMBER OF ROOMS	ROOM RATES
		SINGLE / DOUBLE
SUPERIOR	96	Rp. 490.000,-
DULEXE	20	Rp. 690.000,-
EXECUTIVE SUITE	23	Rp. 990.000,-
PRESIDENTIAL SUITE	1	Rp. 3.990.000,-

Every room is equipped with bed, bathtub and shower, TV set, telephone, air conditioner, mini bar, cupboard, chairs and tables, refrigerator and dressing table.

Sahid Jaya Hotel Solo guests can choose their own favorite room such as:

- 1) *Presidential Suite*, which is equipped with double bed, 2 televisions, air conditioner, pantry, 2 bath rooms with shower and bathtub, dinning table, 2 set of sofas, office room, floor carpet, safe deposit box, refrigerator, living room, coffee maker, wardrobe and body scale.
- 2) *Executive Suite*, which is equipped with Double bed, floor carpet, 2 televisions, air conditioner, bathroom with bathtub and shower, safe deposit box, refrigerator, sofa, coffee maker, living room, washroom, body scale, wardrobe and dinning table.



- 3) *Deluxe Room*, which is equipped with Double bed, sofa, television, floor carpet, air conditioner, bathroom with shower, refrigerator and wardrobe.



- 4) *Superior Room*, which is equipped with twin bed and double bed, television, floor carpet, air conditioner, bathroom with shower, and refrigerator.



b. Function Room

Besides ordering room facilities Sahid Jaya Hotel Solo also has function room that can be used for many occasions such as meeting, birthday party, wedding, conference, inauguration and more.

Sahid Jaya Hotel Solo has two function rooms (conference room) with several capacities. These conference rooms are:

1) Pedan Ballroom

It is $18\text{m} \times 18\text{m} \times 15\text{m}$, which can be arranged in various style, as follows:

- Restaurant style, with 225 seats
- Class room style, with 225 seats
- Theater style, with 400 seats
- Standing or cocktail style, with 600seats

2) Sukoharjo Function Room

It is $21\text{m} \times 11\text{m} \times 3\text{m}$, with can be arranged in various style, as follows:

- Restaurant style, with 120 seats
- Class room style, with 130 seats
- Theater style, with 200 seats
- Standing or cocktail style, with 225 seats

c. Restaurant and Bar

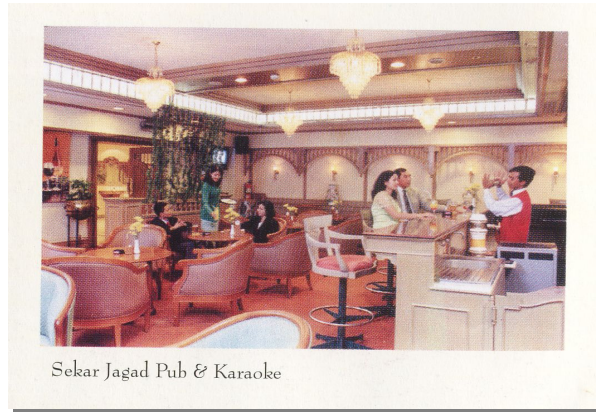
1) Ratu Ratih Café and Restaurant

Café and restaurant are located in the front of porch near lobby. Ratu Ratih Café and Restaurant are open 24 hours a day. Ratu Ratih size is 200m^2 with 120 seats. Ratu Ratih Café and Restaurant offer you both Indonesian and international menus.



2) Sekar Jagad Pub and Karaoke

Sekar Jagad Pub and karaoke faces the main entrance to the hotel.
This pub is open everyday from 5.00 pm to 1.00 am.



d. Patisserie (Bakery and Pastry Shop)

Pastry cook in Sahid Jaya Hotel Solo provides several cakes and pastry for wedding and birthday party. It also has special taste of cake and pastry different from other cakes and pastry from other bakeries.

e. Shopping Arcade Area

This area is located on the right side of the hotel entrance, and it includes:

- 1) A Drug Store
- 2) A Travel Agent
- 3) A Money Changer
- 4) A Batik and Gift Shop
- 5) Ticketing

f. Room Service

Sahid Jaya Hotel Solo Room Service serves food and beverages which are delivered to the guest's room and it opens 24 hours a day.

g. Laundry and Dry Cleaning

This year, Sahid Jaya Hotel Solo has 'one day services' program for increasing the quality of laundry and dry cleaning facility.

h. Sport Facilities

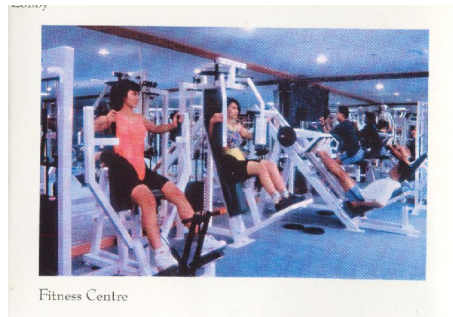
- 1) Gajah Mungkur Swimming Pool

It is located in the right side of the hotel; it is about 150- 300 cm deep. It is open to public from 6.00 am until 8.00 pm.



2) Fitness Centre

Not only the guests who stay in the hotel, but public guests are also permitted to use Fitness Centre facilities, by being a member of Sahid Jaya Hotel Solo Fitness Centre.



i. Parking Area

There are two parking areas in Sahid Jaya Hotel Solo. One is located in front of the hotel yard which is 300 meters square, and the other is in the basement which is 200 meters square. Both parking areas can accommodate 70 cars and 100 motorcycles.

3. Departments of Sahid Jaya Solo Hotel

Sahid Jaya Hotel Solo has some departments to support the hotel operational. The department include :

a. The Front Office Department

Front office department is responsible for receiving the guests and renting rooms.

b. The Housekeeping Department

Housekeeping department has the responsibility to keep the hotel and its surrounding clean.

c. The Food and Beverage Department

Food and beverage department is responsible for managing the supply of food and drink facilities needed by the guests who stay in hotel, such as restaurant and bar facility.

d. The Accounting Department

Accounting department has the responsibility to keep all the hotel transaction both income and outcome of the hotel, and manage the hotel financial matters.

e. The Marketing and Sales Department

Marketing and sales department has the responsibility to manage and promote facilities in the hotel and to give information to public about hotel facilities.

f. The Personnel Department

Personnel department controls hotel personnel management and build work relationship between employees and management.

g. The Engineering Department

Engineering department has the duty to operate, repair, and manage all hotel equipments both mechanical and electrical.

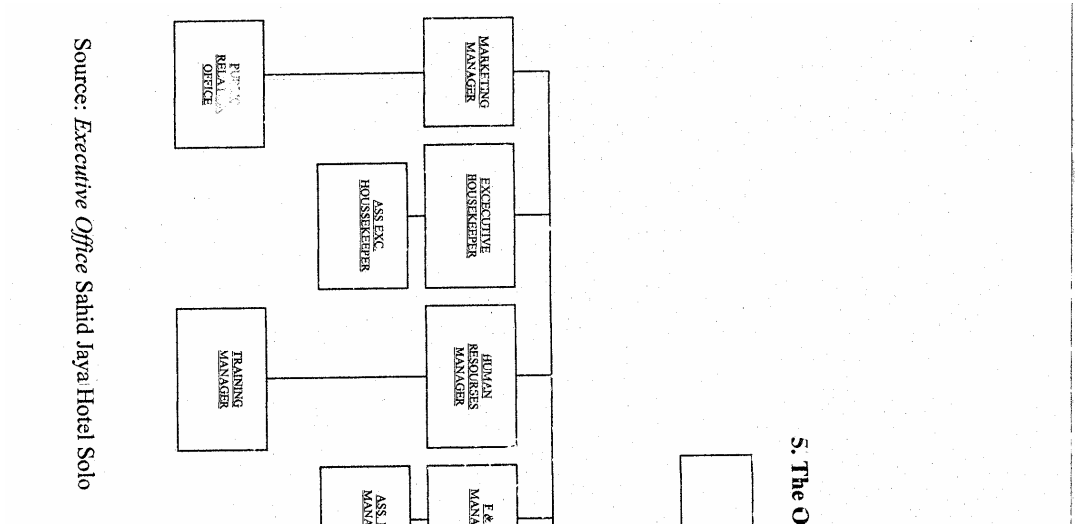
h. The Security Department

Security department has the duty to keep the hotel and maintain safety of the guest.

4. Location of Sahid Jaya Solo Hotel

One of the main elements to build a company or hotel is determining the location. Hotel or company which has strategic location is the

main capital for the hotel or company itself. The location of Sahid Jaya Hotel Solo is strategic, because it is located in the centre of Solo city. It is located about 500 meters from north of Slamet Riyadi Street, the main street in Solo. Sahid Jaya Solo Hotel address is at Gajah Mada Street number 82 Solo, Central Java, Indonesia. PO BOX: 408 phone: 0271- 644144. Email at Sahidslo@indosat.net.id.



r'. The Duties and Responsibilities of Waiter and Waitress in Sekar Jagad Pub and Karaoke

The waiter or waitress have duties in doing their job in Sekar Jagad Pub and Karaoke. The duties are divided into three parts. They consist of:

1. Preparation before bar is opened includes :

- a. Dusting all bar equipment
 - b. Preparing ashtray, cocktail napkin, menu book, glasses, ice cubes, coaster, straw, stirrer have already prepared.
 - c. Checking bar equipments, such as: aqua dispenser, refrigerator, coffee machine, shaker, blender, etc
 - d. Cleaning bar display and arranging drink bottles, so that will look interesting.
2. During bar is opened :
- a. Turning the light, air conditioner, TV, soda/ coca cola machine on, and plugging the sound system equipment.
 - b. Greeting to the guests.
 - c. Escorting and sitting the guest.
 - d. Giving the drink list to the guest
 - e. Placing the order
 - f. Offering the guest to sing
 - g. Presenting the bill when it requested
3. After bar is closed :
- a. Cleaning the tables
 - b. Keeping the bar equipments clean and in order
 - c. Putting the empty bottles to the store and changes with new bottles
 - d. Turning the light and the air conditioner off, turn off the TV; unplug tall the sound system equipment
 - e. Locking all the cupboards and doors
 - f. Giving the key to the front office department.

The waiters or waitresses also has responsibility in having a good appearance in order to create customer satisfaction. There are several things that waiters or waitresses have to do to create customer satisfaction. In keeping the customer satisfaction the waiters or waitresses have to know:

1. The personality of a good waiter or waitresses, which includes:

- a. Having good personality and good manner
 - b. Communicative
 - c. Friendly and polite
 - d. Willing to serve the guest
2. The waiter or waitress appearance, which includes:
- a. Having good posture
 - b. Using simple jewelry and use less make up
 - c. Cutting the nail short
 - d. Keeping the body fresh and smell good
 - e. Using the black shoes
 - f. Using clean and tidy uniform
 - g. Having confidence
 - h. Always smiling
3. The way to handle the guest, which includes:
- a. Welcoming the guest politely
 - b. Suggesting the guest to choose drink of the day or special menu.
 - c. Reminding the guest's favorite drink, especially repeat customers.
4. The way to speak to the guests, which includes:
- a. Speaking politely
 - b. Speaking closely to the guests, but there should be a distance.
 - c. Not arguing or speak loudly
 - d. Not discussing about politics, religion, etc.
 - e. Not talking about sad things, because the guest come to the bar want to relax their mind.

G. Strategies of Sekar Jagad Pub and Karaoke to Improve The Number of Guests

In order to improve the number of guests, Sekar Jagad Pub and Karaoke have to increase its services in all aspects. Good strategy is an important thing to improve the number of guests, including, improving the entertainment program, adding new facilities, making new beverage menu, and developing the waiter and waitress manner.

1. Improving the entertainment program

Sekar Jagad Pub and Karaoke has several entertainment programs to entertain its guest such as, solo organ with lady singer, **KOESPLUS** night, and karaoke night. Unfortunately, those programs do not entertain the guests well. It can be seen from the number of the guests. In order to increase the number of guests, Sekar Jagad Pub and Karaoke improve its entertainment programs such as repackaging KOESPLUS night program, offering Happy Hours Karaoke program start from 5 PM until 8 PM all week, making new program (Jazz Nite on Wednesdays) and adding more attractive singers.

2. Adding new facilities

The new facilities offered by Sekar Jagad Pub and Karaoke are new karaoke console and plasma TV. Nowadays Sekar Jagad Pub and Karaoke has new karaoke console containing more than 10.000 songs from different genre, years, and artists to replace VCD and DVD that are usually used by Sekar Jagad Pub and Karaoke. With this new console, the guests can choose their favorites song without worrying that their songs are not available. This new console also makes the operator easier to help the guest in choosing their favorite songs, just by pushing the songs number from the song list than the machine will search the song and play it by it selves.

The other facilities are plasma TV. Now Sekar Jagad Pub and Karaoke have two brand new plasma TV to entertain its guests. This plasma TV is also equipped with thousands of TV channels so the guests can enjoy their favorite TV program while enjoying the atmosphere. This plasma TV also uses karaoke screen to guide the guests when they sing.

3. Making new beverage menu

New beverage menu is also made to attract and improve the number of guests. The bartender does not only make new alcoholic beverage menu but also creates new non- alcoholic beverage menu that everybody can taste and enjoy. Sekar Jagad Pub and Karaoke also offer traditional beverage such as ‘wedang jahe’ and ‘kopi jahe’. Sekar Jagad Pub and Karaoke bartenders also make an experiment to create new cocktail menu.

4. Developing the waiter and waitress manner

Another strategy is concerned with the services itself. With the improvement of quality service, guests will be more satisfied because guest satisfaction is the important key in this business. Developing good relationship with the guest is the important key, too. Good relationship will build positive image of Sekar Jagad Pub and Karaoke. It is a consideration for the guests to visit Sekar Jagad Pub and Karaoke again, and it is also a prove of guest satisfaction.

Treating the customer as a friend is one of the strategies. The guests will feel more comfortable with the service, if the waiter and waitress can treat them like their own friends, with smile and warm profile. Sometimes the guests talk about their life, job, family, and relationship with the waiter and waitress. So the waiter and waitress must be able to be good listener to the guests. The waiter and waitress may speak closely with the guests, but, there should be a distance.

H. Activities During Job Training

The writer had done the job training at Sekar Jagad Pub and Karaoke as a waiter for three months, from February 1st, 2008 until April 30th, 2008. As a trainee the writer only got one shift (3 pm- 11 pm). In Sekar Jagad Pub and Karaoke the writer learned how to serve the guest and also learned many thing about beverages.

First, the writer prepared and checked all the Pub equipments, such as coaster, cover, stirrer, straw, cocktail napkin, saucer, ashtray, round tray, shaker, jigger, ice cube, drink list, and glasses.

After checking the equipment, the writer must clean the bar display and dust all the furniture. When the equipments and the display are ready the writer turned the light and the air conditioner on, then opened the Pub at 5 pm.

When the pub was open, the writer must be ready to serve the guest. The writer also played the role as an order taker. She must offer the menu book to the guests and give them some alternatives of beverages. After the guests made their decision about their order, the waiter had to make the order as quick as possible. Besides, the writer also wrote down the order in the order slip called captain order. The captain order consist of three sheets; white sheet, red sheet and green sheet. The white sheet is for the kitchen, red sheet is for the cashier to get the bill and the green sheet is for Sekar Jagad Pub and karaoke as archives. Then the writer served the order to the guest politely. The writer also had the duties to clear up the guest table.

Every night the writer took snacks for the artist at pastry. And every Friday the writer had to prepare extra equipments for Koes Plus Night, such as standing mike, standing book, setting, and adding chair and table.

Chapter IV

CONCLUTIONS AND SUGESTIONS

C. Conclusions

Based on the discussion in the previous chapter, the writer concludes some important points. First point is the duties and responsibilities of waiter and waitress of Sekar Jagad Pub and Karaoke. Second point is the strategies of Sekar Jagad Pub and Karaoke to improve the number of guests.

The first points are divided into two main parts. First parts are the duties of waiter and waitress of Sekar Jagad Pub and Karaoke. They are: 1) Before the bar opened, 2) During the bar opened, and 3) After the bar closed. The second parts are the responsibilities of waiter and waitress of Sekar Jagad Pub and Karaoke. The waiter and waitress have to be responsible with their personalities and appearance. The waiter or waitress has to know the way to handle the guest, and the way to speak to the guests.

The second point is the strategies of Sekar Jagad Pub and Karaoke to improve the number of guests. The strategies include improving the entertainment programs, adding new facilities, making new beverage menu, and developing the waiter and waitress manner.

D. Suggestions

These are several suggestions from the writer:

1. To The Student

This final project can be a reference for the students in report writing.

The students who choose hotel can understand the job description in hotel.

2. To The University

Sebelas Maret University especially Faculty of Letters and Fine Arts should add more facilities for the students especially in English Diploma students. Because of the lack of facilities the student can't practice their knowledge first before they do 24 job training.

The writer expects that this final report can be a reference to increase the student's quality in order to create a professional worker.

3. To The Hotel

Sahid Jaya Hotel Solo should give serious attention to the food and beverage service, because sometimes the guests feel unsatisfied with the service. Sometimes the food and beverage do not taste delicious. The delay of serving food and beverage also make the guest unsatisfied, too.

Sekar Jagad Pub and Karaoke should adding the entertainment programs, adding more beverage collection, and making special cocktail recipe suitable with Sekar Jagad Pub and Karaoke.

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